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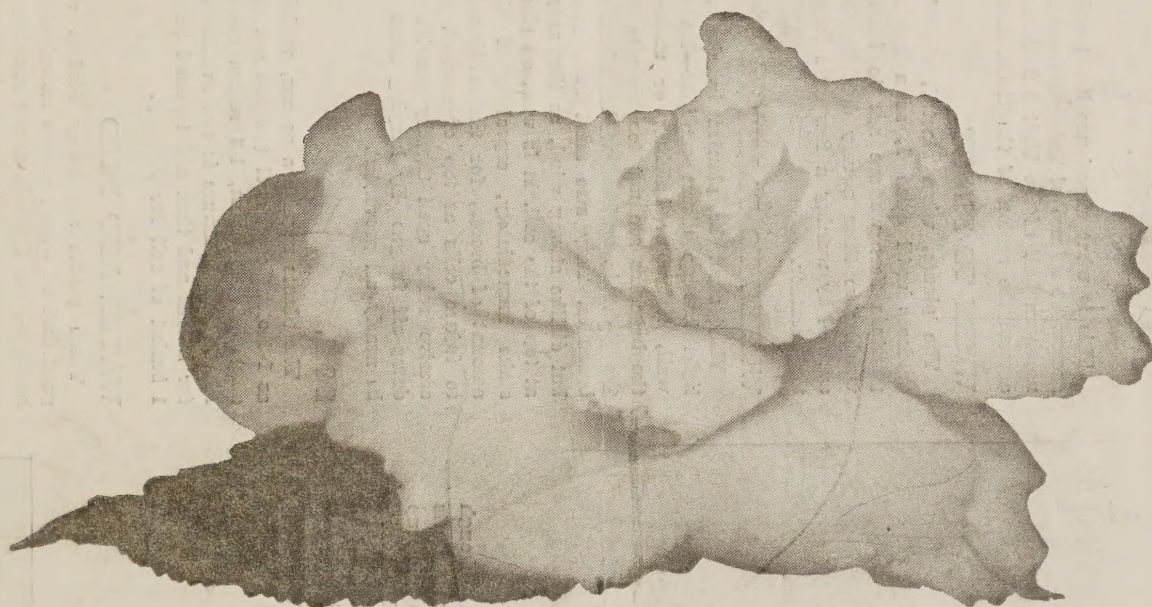
and

CULTURAL INFORMATION

of

LOWE'S

TUBEROUS ROOTED BEGONIAS



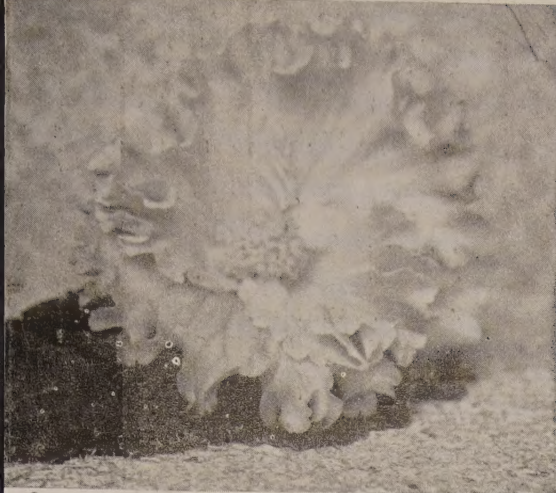
LOWE'S GREENHOUSE and NURSERY

CHAGRIN FALLS . . . OHIO

TELEPHONE . LONG DISTANCE . BAINBRIDGE 272

—NOTICE—

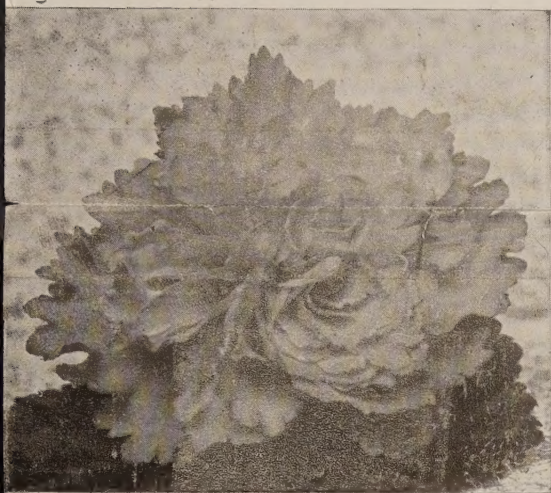
Due to the increasing demand for the Double types of Tuberous Rooted Begonias we are growing more of them and decreasing the other varieties. Therefore, only the most popular varieties are listed, but a few of the others will be available.



FASCINATION SINGLE FRILLED TYPE

This is the showiest of all the single types, although the blooms are not as large as the plain single. Its striking color combination and ruffled edge make up for its slightly smaller size. It has a two color effect, center $\frac{3}{4}$ of the bloom being white with a pink or red border or yellow with a reddish bronze border. These two colors are not as yet separated. Available this year only in: Seedling Plants 3" pots 30c each, \$3.25 dozen, \$22.00 per hundred.

Add 3% Sales Tax in Ohio.



FIMBRIATA OR CARNATION TYPE

This variety strongly resembles the carnation as its name implies although larger in most instances and available in greater variety of color. Excellent for bridal bouquets. Available in the following colors and sizes:

Red, orange, apricot, blush, white, yellow, salmon, pink, rose.

Dry bulbs or tubers 1½ in. to 2 in. No. 1 size.

30c each \$3.25 per dozen \$22.00 per hundred.

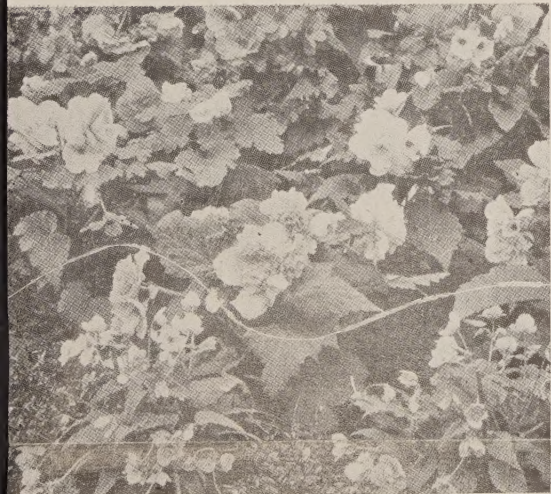
Seedling plants 3 inch pots.

30c each \$3.25 per dozen \$22.00 per hundred.

Bulb-grown plants 5 inch pots.

75c each \$8.00 per dozen \$60.00 per hundred.

Add 3% Sales Tax in Ohio.



BEGONIA MULTIFLORA NANA

This group of tuberous rooted begonia is not altogether new but until recently has been very little grown in America. They have a dwarf bushy growth and are covered all summer with a mass of small flowers and we find they will stand a trifle more sunlight and a little drier atmosphere which makes them very suitable as shady porch-box material, and as a border for the large-flowered tuberous rooted begonia beds.

Available in yellow, red, Copper.

Dry bulbs or tubers 1 inch to 2 inch No. 1 size.

30c each \$3.25 per dozen \$22.00 per hundred.

Bulb plants 5 inch pots.

75c each \$8.00 per dozen \$60.00 per hundred.

Add 3% Sales Tax in Ohio.

CUT FLOWERS

Tuberous Rooted Begonias are unexcelled as summer-time cut-flower material because of their lasting qualities. They last from five to ten days if floated in rose-bowls or shallow plates of water. Also wonderful material for corsages, brides' and bridesmaids' bouquets. The double and Fimbriata type are mostly preferred because of their slightly longer lasting qualities. We ship freshly cut flowers from June 20 until frost to any place in the United States. We pack the blooms on a bed of white shredded wax paper, spray them with a fine mist of water and cover with another layer of the shredded wax paper. In this way they normally have enough moisture to carry 48 hours except in excessively hot weather, as the Tuberous Rooted Begonia bloom absorbs more moisture through the petals than through the stem. These boxes are made up of approximately 12 blooms and sell at \$3.00 per box F. O. B. Chagrin Falls, Ohio. Air Express to New York or Chicago, between 3-4 hours time and express charges are about \$1.25 to \$1.50.

TUBEROUS ROOTED BEGONIAS

Cultural Information

This is what experience has taught us as the most successful culture of Tuberous-Rooted Begonias in the northern half of the United States, especially in and around the region of the Great Lakes:

WHEN TO PLANT

The plants, when started, should not be planted outdoors until June 1, as a sudden drop of temperature that we are apt to have before June 1, would give them a very definite check. This can be avoided by waiting a few days longer for more settled weather.

WHERE TO PLANT

They must be planted in shade, receiving good light but no direct sunlight—the north side of a wall, hedge or building or under trees, provided the branches are not too close to the ground where the light is broken up by filtering through leafy branches. They also must have good air-circulation but dislike strong wind, as that may snap the stems at top of the soil. It is well, on planting outside, to stake immediately, especially if they receive any amount of breeze, for the continual swaying is apt to injure cells at top of ground, and with an excessive rainy spell thereby provide an entrance for damp-off fungus. By keeping them staked, this can be nearly all prevented.

SOIL

The plants require a porous, well-drained soil such as 1-3 stone or gravel (garden pea to hickory nut in size), 1-3 clay loam, 1-3 rotten cow-manure or Peat Moss. If cow-manure is not available, use Peat Moss for humus and then add 1 pound Super Phosphate to 1 bushel of soil for fertility.

WATER AND FEED

These plants are heavy feeders and can take a good deal of water, as the succulent-type foliage will indicate, but I would advise growing on the dry side until experience has taught how much water they should receive. If you want to give supplementary feeding, I find that liquid cow-manure-water, applied once a week from forepart of July on, is very beneficial or Liqua Vita every 2 weeks. However, I find that more damage is done by over-feeding than by under-feeding. When first planted outdoors, keep surface of soil only moist until the plants have become well established, then heavier waterings may be justifiable.

CULTIVATION

One very important thing to remember with regard to cultivation is that it is best to just pull the weeds that grow around the plant, but do not disturb the soil any more than is necessary. Don't hoe or loosen the soil around the plant, trying to get rid of weeds that way, as the Tuberous-rooted Begonia is a very shallow-rooted plant and any disturbing of the soil surface is bound to break or injure a good many of the small feeding roots of which some will appear at the surface. So don't cultivate; just weed.

BUD DROP

As the season advances and we run into hot dry weather, oftentimes buds form but drop before they have opened, and this is due almost entirely to the lack of humidity in the air. This can be overcome to a great extent by spraying the blooms and foliage with a fine misty spray once or twice a day, raising the humidity around the plant. Don't spray enough for much water to reach the soil. This is the main reason why the Tuberous-rooted Begonia does not make a good house-plant—the atmosphere is altogether too dry in the average home.

BLOOM

The Tuberous-rooted Begonia blooms appear in clusters of two or three to the stem, the larger center one being the male bloom and the other two side ones being the female. The female blooms very rarely have more than five petals, regardless of variety, and are a great deal smaller. They are not essential because both male and female blooms lack honey and odor, and do not attract the bees, which, in turn, do not carry pollen, and so it is very rarely that the female bloom develops seed under these conditions. Therefore, to get the best and biggest bloom, remove the small female bloom as soon as possible. In other words, disbud as you would roses or chrysanthemums. This will increase size and lasting qualities greatly.

CUT FLOWERS

If Begonias are to be used as cut-flowers, pick early in the morning, leaving at least ½-inch of stem on plant, which will mature and fall off, leaving no open wound. Spray the blooms lightly with water as they absorb more moisture through the petals than through the stem, then place in refrigerator for a period of 2 to 3 hours to help them harden up.

USES

When needed they may be removed and used for table decorations, bridal bouquets, corsages, etc., holding up much longer than any other flower at this time of year. If they become wilted some during the day's wear, spray again with water and place in ice-box to revive. It is possible to use same corsage two or three times.

BLOOMING PERIOD

The Tuberous-rooted Begonia will bloom from planting-time until frost cuts it down in the fall, increasing in size and in number of blooms as the season advances.

MATURING

Normally, the plants mature about the middle of November, but in most localities we have frost much before that time and therefore the bulbs are not mature, making it very difficult to carry them through the winter, so people have begun, in many cases, to consider them as annuals, trying to carry over all the bulbs possible, but realizing they are not apt to have much success.

STORAGE

If desirous of carrying over some special or individual bulb, try, by digging plant before frost with a large ball of soil, and potting or placing in a box and gradually withhold water until growth has died down entirely. Then remove from soil, wash off, taking care not to bruise tuber, dry in sunlight for a day or two, and store in open boxes or baskets in a cool dry place, being sure all particles of stem are removed.

DONT START THE BULBS TOO EARLY

The latter part of April or forepart of May is soon enough to start the bulbs in the house or greenhouse. Never plant outdoors until after June 1st in Northern United States.

Plant the bulbs in clear sand or sand and peat or other light soil medium. Place about 2 inches of this sand in the bottom of a pot or flat, then place the bulbs on this sand about 1-inch apart each way and cover the bulbs, about ½-inch deep. If the bulbs have started to sprout when you are ready to plant, you will plant with the sprout or new eye up, but if the bulbs are still dormant and show no new growth, place the rounded or concave side down; then cover with sand, water well and place in a room temperature of from 65-75 degrees. Keep the sand damp and your bulbs should show signs of growth in two to four weeks. They will not all start to grow at the same time, some may take as long as six weeks.

When the new growth has started and is up about 1-inch carefully remove the bulbs from the sand and pot in a 4-in. or 5 in. pot in the regular soil mixture and keep in an East, West or North window until time to plant outdoors about June 1st. Their care from here on is the same as described above.



GIANT DOUBLE OR CAMELLIA FLOWERED

This type is by far the most popular of the tuberous rooted begonia family. Breath-taking is its loveliness, oftentimes resembling a giant rose, gardenia, or camellia.

Available in the following separate colors and sizes: Crimson, scarlet, carmine, american beauty, orange, salmon, rose, pink, copper, yellow, white.

Dry bulbs or tubers 1½ in., to 2 in., No. 1 size.

30c each \$3.25 dozen \$22.00 per hundred.

Seedling plants 3 inch pots

30c each \$3.25 dozen \$22.00 per hundred.

Bulb-grown plants 5 inch pots.

75c each \$8.00 per dozen \$60.00 per hundred.

Add 3% Sales Tax in Ohio.



DOUBLE PICOTEE

This is the latest addition to the tuberous rooted begonia family. It is a camellia flowered type with more than one color in each bloom, either mottled, pencil lined, or margined. No two blooms are exactly alike. This variety is listed by heaviest shadings in each bloom, there being an undetermined lighter contrasting shade accompanying it.

Dry bulbs or tubers 1½ inch to 2 inch No. 1 size available in the following shades: rose, pink, salmon, red, apricot, priced as follows: 30c each \$3.25 dozen \$22.00 hundred.

Bulbs plants in 5 inch pots available in the following shades: rose, pink, salmon, red, apricot, priced as follows: 75c each \$8.00 dozen \$60.00 hundred.

Seedling plants 3 inch pots available in rose, salmon, red; priced as follows: 30c each \$3.25 dozen \$22.00 hundred.

Add 3% Sales Tax in Ohio.



GLOXINIA

Although this is a bulb plant and does have some of the characteristics of the Tuberous Rooted Begonia it is from an entirely different family. The Gloxinia is a house plant and cannot stand outdoor treatment. These plants like warm weather and plenty of fertilizer, and will give fine results when grown to be used as a summer-time house plant at one of the most difficult times of the year to have brilliant color on a plant for the home.

This year Gloxinias will be available as follows: as dry bulbs No. 1 size 30c each or \$3.25 per dozen in these colors:

Emperor Frederic Scarlet, white bordered.

Blanche de Meru. Pink.

Emperor William. Violet, bordered White.

Reins Wilhelmia. Dark Pink.

Violacea. Soft Violet.

Waterloo. Center blackish purple, border bright carmine.

Roi des Rouges. Dark red.

Etoile de Feu. Light scarlet.

Mont Blanc. White.

Tigrina. Tigered and spotted.

Dry Bulbs or tubers 1" to 2" No. 1 size.

30c each \$3.25 Dozen.

Also 3 inch potted plants in mixed colors 30c each or \$3.25 dozen.

Add 3% Sales Tax in Ohio.

GLOXINIA CULTURAL DIRECTIONS:

Gloxinia culture is very similar to that of the Tuberous-Rooted Begonia in soil requirements and shade requirements, but they differ in that the Gloxinia should be used as a houseplant, where care is taken not to let water touch the foliage, for that will cause the leaves to rot. Upon receipt of Gloxinia plants they should be shifted to a larger pot, using Tuberous Begonia soil, kept in the house in an eastern, western, or northern exposure. When watering the plants, pour water on the soil and let drain through. It is well to spray Gloxinia plants with a Nicotine solution to prevent thrip and aphids. When plants have finished blooming, withhold water slowly and set aside pot and all in a cool, dry place and forget until February or March when they may be started again.

If Using Bulbs—when the new sprout appears on the bulb start in sand until well-rooted then pot in a Tuberous Rooted Begonia soil mixture and treat as above.

GROWING BEGONIAS AS RESULT OF WORLD WAR I

The business of growing Tuberous Rooted Begonias from seed in this country was an idea I picked up in Belgium while in the American Army during the World War I. Upon my return from service, I imported seed from the Belgian I had discussed the matter with, and started trying to grow Tuberous Rooted Begonias. After eight years of discouraging trials I at last produced a few plants that bloomed. Then, by constant vigilance and some help from very good friends, I at least succeeded in putting the Tuberous Rooted Begonia across in this country.

By constantly working with the shade-loving Tuberous Rooted Begonia, I began to realize that there are a great many shady places around a home that have been neglected, so am trying to help those in that predicament by growing all the good shade-loving annuals I can find. Right here, I wish to express my sincere thanks to those customers who have so kindly recommended the Tuberous Rooted Begonia to their friends and have also referred them to Lowe's Greenhouse and Nursery.

Carlton E. Lowe.

GARDEN CLUB LECTURES

We have compiled an illustrated talk on Tuberous Rooted Begonias and shade-loving companion plants which is available to garden clubs and groups interested in cultural information or civic and service clubs that are interested in a program with something different and entertaining.

The program consists of a movie and lecture which usually takes about an hour after which I will be glad to answer questions relative to the subject discussed. This, of course, varies in time consumed but is always very interesting to the assembly. These talks are available at all times of the year except during May or June. Usually the summer months are most suitable, for, at that time we have plenty of bloom with which to prove our story.

There is a charge for these lectures, for transportation, and a small fee which we use to constantly increase and improve film.

TRUENESS TO NAME AND COLOR

No warranty can be made as to trueness to color and type, but all possible precautions are taken to insure same. In no case will we be responsible for more than the purchase price of the stock.

PARCEL POST

Dry tubers will be sent by parcel post, postage paid. From March 1st through April and May.

SHIPMENTS BY EXPRESS

Seedling plants and bulb grown plants will be shipped by express, charges collect, starting June 1st to July 1st.

WE DO NOT SEND PLANTS BY MAIL

PLANT PACKING CHARGE

Packing and crating charge of 25c per dozen plants will be made.

MINIMUM ORDER

of plants to be shipped is one dozen of either Tuberous Rooted Begonias, Torenia, Browallia, Heliotrope, etc.

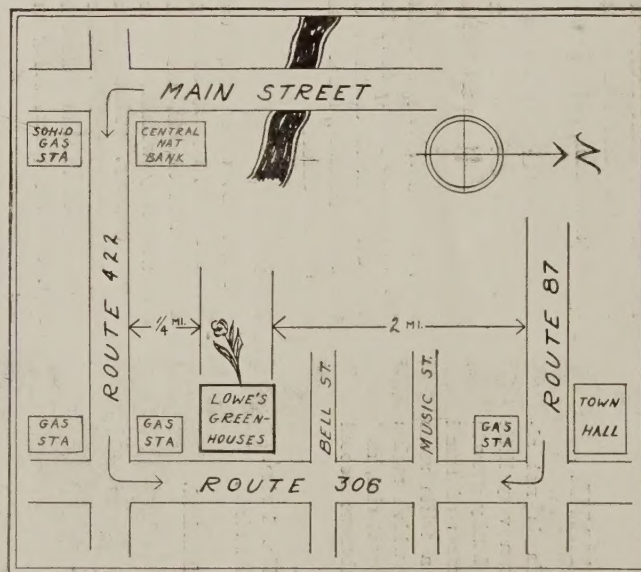
Plants are carefully packed as follows: the clay pots are removed and the ball of soil carefully transferred to a paper pot. Then each plant is individually wrapped, and packed upright in well-ventilated crates.

OUR RESPONSIBILITY

It is manifestly impossible for a seller of any perishable article to be responsible for what may happen to it after it leaves his hands, so in case of damage through shipment or delay in transit, claims of this nature must be made to the Railroad Company upon receipt of goods.

All goods are offered subject to crop failures, shortage or other causes beyond our control and to being unsold upon receipt of order.

Visitors are invited to view the display of Tuberous Rooted Begonias and companion shade plants in our lath house. The display is ready from the middle of July until frost. Gift Shop open to show arrangements of bloom in suitable bowls and containers.



HOW TO REACH LOWE'S GREENHOUSE AND NURSERY

Follow State Route 422 to State Route 306, 3 miles east of Chagrin Falls, Ohio; turn north. The greenhouses are about one-half mile down, on the west side of the road.

OTHER SHADE-LOVING PLANTS FOR 1949

FUCHSIA

There is no more satisfactory shrubby plant for partial shady area of your garden than the Fuchsia. It may be grown in every State in the Union. Many varieties bloom continuously from early Spring until late Fall. With its almost endless variety of types and forms, its single and double flowers ranging in size from that of a tiny lilac blossom to flowers five inches long, and a color range from white through the entire gamut to violet, it is little wonder that again it is fast coming into its own. Some varieties work well as background for the Tuberous Rooted Begonias and some make wonderful hanging baskets, for the shade, while some, grown as trees, make accent points in the shady formal garden.

This year we will have Fuchsias in four-inch pots at \$1.00 each, and six-inch pots at \$3.50 each, and a few standards from \$5.00 to \$10.00. Available from May 10th on.

FANCY LEAVED CALADIUMS

The exotic tropical foliage plant with gorgeous coloring, providing a brilliant subject unexcelled for many uses. Taking little care, they are ideal for the home, hotel, store or office. Use them for pot plants, window boxes, plant arrangements, and out-of-doors around pools and bog gardens, or in shady damp places for color. Available from May 10th on. Large plants at \$1.00 to \$3.00 each.

HELIOTROPE ROYAL FRAGRANCE

This is another old plant which has lost favor because people planted it in the sun, but is now rapidly coming into its own again when planted in partial shade. As long as Tuberous Rooted Begonias have no odor nor blue shades in their color range we suggest using a few Heliotrope, Royal Fragrance (the most sweet scented and darkest blue) planted in the same bed to give contrasting blue and the sweet Heliotrope odor. Truly one of the old favorites that still can not be surpassed if planted in partial shade. Ready from May 10th on. 2½-in. pot-grown plants @ 15c each or \$1.50 per dozen. 4-in. pot-grown plants @ 50c each or \$5.00 per dozen.

TORENIA FOURNIERI

An annual that thrives in either shade or sun. The bloom looks like a cross-between a snapdragon (with the tube like structure) and a viola with a sky blue, dark blue, and white markings. This is another blue flower that combines well with the tuberous begonia, both as an edging plant for begonias and as a cut flower.

This is one of the lesser known annuals that we never seem to have enough of.

Plants are ready about May 20th. 2½-in. pot grown plants 15c each or \$1.50 a dozen.

BROWALLIA SPECIOSA MAJOR

Another blue annual that grows equally well in sun or shade. The flowers are a bright blue with a small amount of white in the throat, and exceedingly good as a cut flower, with stems from 6 to 12 inches long. They work in well with most all short stemmed flowers to give that real blue which we sometimes have difficulty in finding, especially for table arrangement in the summer. Growing height about 2-feet. Available from May 10th on. 2½-in. pot grown plants 15c each or \$1.50 a dozen.

CORAL OR BEDDING BEGONIAS

The common type bedding begonia that needs some shade to do its best. Works exceedingly well as a low border or edging plant for shade with lots of color. Available in red, pink and white. Ready about May 10th. 2½-in pot plants 15c each or \$1.50 per dozen.

A PARTIAL LISTING OF POTTED OR FLATTED ANNUALS FOR SPRING 1949

The better old varieties; the best new varieties.

HUNNEMANNIA, SUNLITE (potted only) a wonderful yellow bedding plant for full sun. The best poppy for cut flowers.

VERBENA VENOSA combines wonderfully well with Hunnemannia in a bed, giving the blue and gold effect.

This is a lavender blue verbena that grows upright.

AGERATUM Midget blue. Potted or flattened.

SNAPDRAGONS Tetra. Giant cut-flower. Flatted.

PETUNIA All types and varieties grown. Separate colors. Potted or flattened.

ZINNIA Giants in separate colors or mixed. Potted or flattened.

ASTERS, CELOSIA, CENTUREA, COLEUS, GERANIUM, DAHLIA, MARIGOLDS, PANSIES, SALVIA & VERBENA.

ALSO POTTED OR FLATTED VEGETABLES IN SEASON

TOMATO, PEPPER, CABBAGE, BROCCOLI, EGG PLANT, LETTUCE (HEAD)

